

OGILVY & MATHER

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Client: MATTEL, INC.
Product: ELECTRONICS/INTELLIVISION
Title: "GEORGE PLIMPTON POOL OUT No. 1"
Comm'l No.: MAEG 4713
Date: 10/1/81



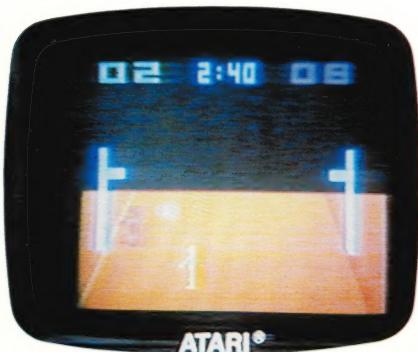
GEORGE PLIMPTON: I've been making more comparisons...



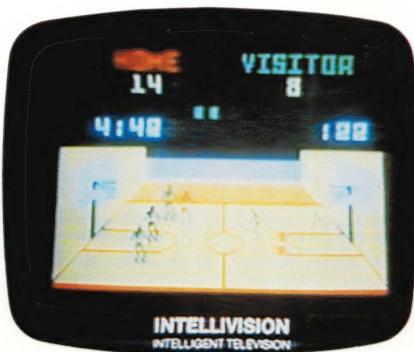
between Mattel Electronics Intellivision and Atari. (SFX)



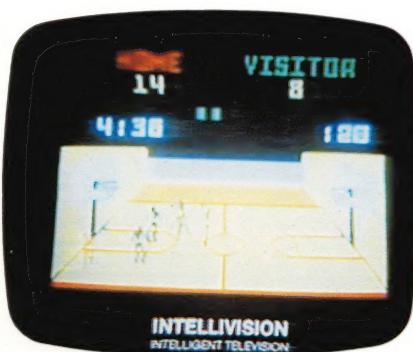
Different games...but the same results.



Look at Atari basketball...(SFX)



and Intellivision.



I think Intellivision plays much more like real basketball.



Here's Atari Soccer.(SFX)



And Intellivision.



Again I find Intellivision more sophisticated and life-like.(SFX)



If you try them both



I think you'll find the clear winner is Intellivision.



From Mattel Electronics.